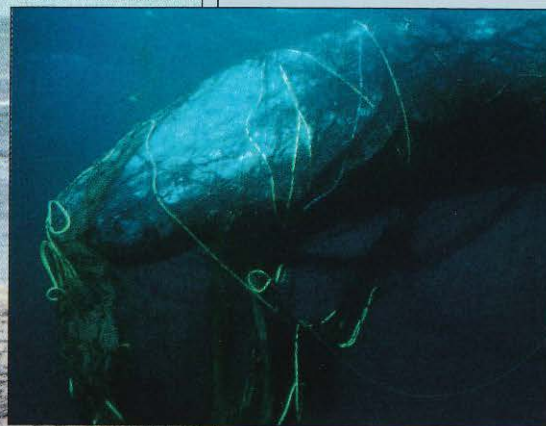


CLOSE-UP REPORT

THE HUMANE SOCIETY OF THE UNITED STATES

MAY 1990



Humankind may soon find itself suddenly deprived of the joy of sharing the world with perhaps the most intelligent animals on earth, the cetaceans.

Whales and their smaller cetacean cousins, the dolphins, possess a full consciousness and intelligence, different from ours, yet no less complex. In these mysterious and wonderful animals lies humankind's best chance of ever communicating across species lines. Yet the "mind in the waters," as anthropologist and environmental activist Joan McIntyre so aptly titled her 1974 classic book on whales and dolphins, continues to be besieged.

All the great whale species are endangered, yet whales continue to be hunted and killed for their meat. Dolphins, whose cognitive abilities and sociability continue to astound the world, are still drowned by the thousands in the nets of the international tuna fishery—so that tuna canneries can increase their profits by a small margin.

Whales and dolphins, and all marine mammals, are also succumbing to other devastating fishing methods throughout the

Enveloped in a driftnet, a dead gray whale lies washed up on a California beach. Another entangled gray whale (inset photo) was rescued.

CRISIS IN THE OCEANS

each year.

Many of these dolphins are from dangerously depleted species. Purse-seine fishing may be responsible for the nearly 80 percent decline of the once plentiful eastern spinner dolphin; coastal spotted dolphins have also been seriously depleted.

Not only are dolphins killed,

tries have conducted a ruthless dolphin massacre in the very recent past—killing more than four times the number of dolphins than the American tuna fleet—animal protectionists remain highly skeptical of foreign claims of compliance with U.S. marine mammal protection law.

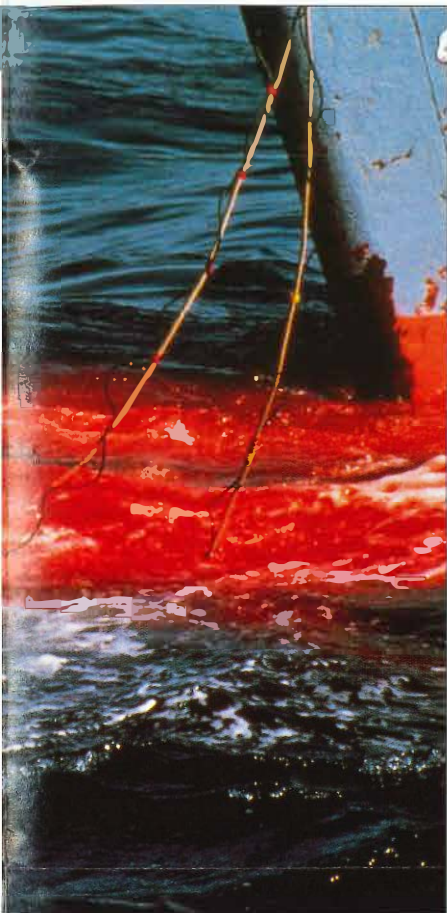
SAVE THE MORATORIUM!

The HSUS is working hard to save whales and dolphins. On behalf of whales, we have tried repeatedly, through legal and legislative efforts, to enforce U.S. laws that allow the President to revoke U.S. fishing permits of, or embargo fish products from, any country that breaks international whale conservation agreements. However, the Reagan and Bush administrations have steadfastly refused to embargo products from Japan, the most recalcitrant whaling nation.

In the face of this reluctance, The HSUS hosted the first meeting of the Global Cetacean Coalition, an alliance of more than 40 animal-protection and environmental groups, to *Save the Moratorium* on the killing of whales and to obtain protections for dolphins and all cetaceans threatened by commercial fishing practices. The coalition is chaired by HSUS Senior Vice President Patricia Forkan.

In addition, The HSUS is targeting President Bush for an intensive letter-writing campaign. Massive demonstrations are also being planned by other groups throughout the United States and Europe in 1990 to protest the continued arrogance and greed of the Japanese whalers.

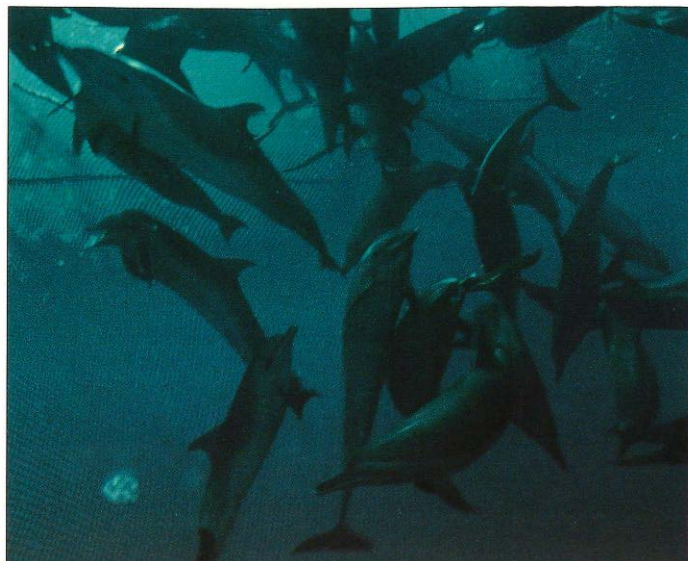
The whaling ban must be extended to the year 2000; "research" whaling must be outlawed; and outlaw whaling nations must be punished. The HSUS is supporting both governmental and private efforts to reach these goals and will be in attendance at the all-important IWC annual meeting in July. ■



GREENPEACE/MORGAN

but the tuna fleets also chase to exhaustion and capture millions of them each year. No one knows how the constant harassment, stress, and breaking-up of dolphin families are affecting their ability to survive.

Amendments to the MMPA passed by Congress in 1988 have not done enough to stop the slaughter. Although there are now stiffer requirements for foreign countries on paper, the U.S. government is not conducting on-site verification of dolphin-rescue efforts by these nations. Aware that these coun-



WILLIAM L. HIGH



JOSEPH A. THOMPSON

Blood turns the sea red as a Japanese whaler sends an exploding harpoon into a minke whale last year—during the global ban on whaling (photo, far left). Surrounded by tuna-fishing nets, disoriented and stunned dolphins await rescue by fishermen (photos above and left). A rescue attempt turns to disaster when a tuna net collapses over a dolphin herd (photo, below). Over 6 million dolphins have drowned in tuna nets in the last 30 years.



JOSEPH A. THOMPSON

NEWS FLASH!

On April 12, as this *Close-Up Report* went to press, the largest producer of canned tuna in the United States announced that, within three months, it would *no longer buy or sell tuna caught "on dolphins" and would label its tuna products "Dolphin Safe"!*

The extraordinary news came at a Washington, D.C., press conference held by Anthony J. F. O'Reilly, chairman, president, and chief executive officer of the H. J. Heinz Company, which owns Star-Kist brand tuna (the largest-selling brand in the country).

O'Reilly promised that, beginning this summer, Star-Kist would no longer buy or sell tuna caught "on dolphins" or tuna caught with driftnets. In addition, the company will, by this summer, label all of its tuna products, including pet foods: "*Dolphin Safe—No Harm to Dolphins.*"

Later in the day, two other major producers of canned tuna, Chicken of the Sea brand and Bumble Bee brand, made similar announcements.

Calling it "consumer democracy at its best," O'Reilly acknowledged at the press conference that it was the consumer boycott of canned tuna, promoted by The HSUS and other groups for several years—but which became more intense during the past two years—that forced the company to radically change its policies.

The HSUS is delighted with Star-Kist's decision. Countless dolphin lives will be saved as soon as these new policies go into effect. At this time, however, The HSUS is less certain about the ability of Chicken of the Sea and Bumble Bee to comply with their own newly-stated policy changes.

The change in corporate policy would not have occurred if hundreds of thousands of caring consumers had not registered their outrage over dolphin deaths by boycotting canned tuna and writing letters of protest to the tuna companies. Thanks to you, and to countless school and office cafeterias, restaurants, and food markets that also boycotted canned tuna, many dolphins will soon have relief.

As we celebrate, however, we must not let our newborn victory slip away. It will be difficult for the tuna companies to radically and quickly change their tuna-fishing and -canning operations. It will also be difficult to monitor and ensure compliance with their new stated policies. For these reasons, The HSUS is now advocating government certification of "Dolphin Safe" claims.

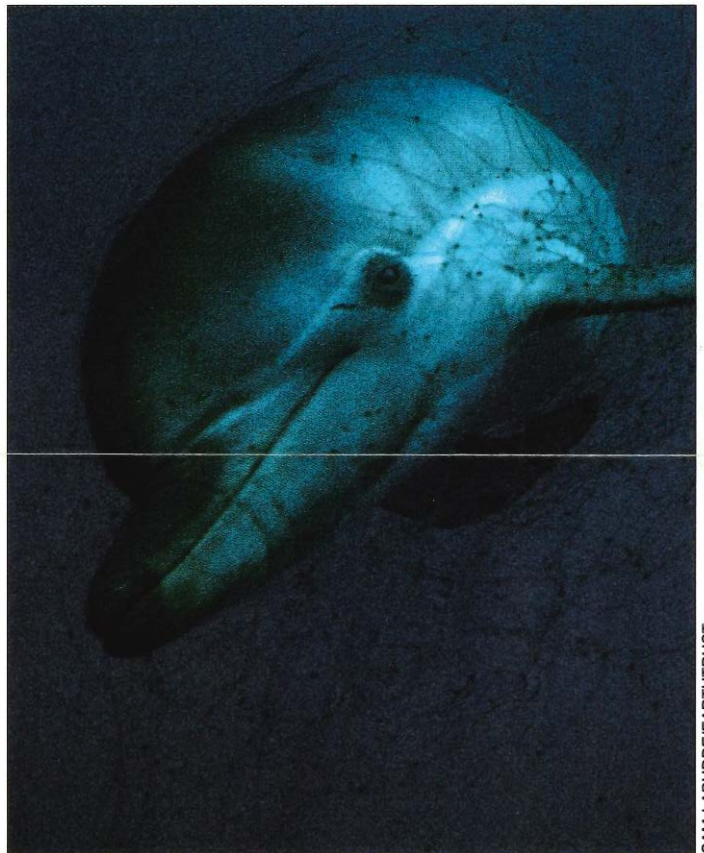
In addition, the companies' pledge to catch tuna in a "Dolphin Safe" way, while laudable, is only *voluntary*. Much, if not most, of the canned tuna on American grocery shelves will continue to be "Dolphin Deadly."

For this reason, The HSUS will continue to work for the adoption of laws and government regulations that require all canned tuna to be "Dolphin Safe" and labeled as such.

We intend to carefully monitor developments during the next few months. The HSUS will continue to speak on behalf of dolphins until the very last one is safe and free from fishermen's nets. ■

WE NEED YOUR HELP

- Send the enclosed postcard to President Bush asking him to work to *Save the Moratorium* on commercial whaling and to impose economic sanctions against outlaw whaling nations. Use the enclosed order form to order additional postcards. You may also wish to register your concern by calling the White House: (202) 456-7639.
- Purchase only tuna that displays a "Dolphin Safe" label on the can. Boycott brands that are not "Dolphin Safe."
- Thank Star-Kist tuna for its efforts, and ask that its new dolphin-safe policies be implemented as soon as possible. Please write to: Mr. Anthony J. F. O'Reilly, Chairman, President, and CEO, H. J. Heinz Co., PO Box 57, Pittsburgh, PA 15230.
- Contact the producers of the two other major brands to ask that they implement the Star-Kist "Dolphin Safe tuna" program by this summer. Please write to: Mr. Jose Muñoz, Jr., President, Van Camp Seafood, Inc., Boatman's Tower, 100 North Broadway, Suite 900, St. Louis, MO 63102 (Chicken of the Sea); and Mr. Pat Rose, President, Bumble Bee and Van DeKamp's Seafoods, Inc., 5775 Roscoe Court, PO Box 23508, San Diego, CA 92123.
- Finally, help The Humane Society of the United States save all animals who suffer at the hands of humankind. Please send your tax-deductible contribution today.



SAM LABUDD/EARHTRUST



The Humane Society of the United States, 2100 L Street, NW, Washington, DC 20037 (202) 452-1100
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West Virginia residents may obtain a summary of The HSUS's registration and financial documents from the Secretary of State, State Capitol, Charleston, WV 25305. Registration does not imply endorsement.